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ABSTRACT

The principles and techniques governing successful capital campaigns are presented, with an emphasis on the similarities of the process for a wide range of nonprofit organizations, including arts-related, religious, educational, community, and health care organizations. The following chapters are provided: (1) "The Key Components of a Capital Campaign"; (2) "Preparing for a Campaign: Three Essential Steps"; (3) "Roles of Leaders and Volunteers in the Campaign"; (4) "Recruiting, Educating, and Motivating Volunteers"; (5) "Building and Stating the Case for the Campaign"; (6) "Constructing and Using the Major Gifts Chart"; (7) "Establishing the Campaign Structure and Solicitation Process"; (8) "Identifying, Researching, and Rating Campaign Donors"; (9) "Cultivating and Soliciting Major Gift Prospects"; (10) "Managing Campaign Logistics and Day-to-Day Operations"; (11) "Successful Publications, Promotions, and Public Relations"; (12) "Concluding the Campaign and Building on the Momentum"; and (13) "Trends Affecting the Future of Capital Campaigns." The following resources are appended: communications materials checklist, sample case statements, sample program brochure, sample question-and-answer sheet, sample campaign plan of action/volunteer handbook, sample pledge forms, sample newsletters, and sample letterhead and envelopes. A subject index is provided. Contains 45 references. (KM)

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